

FY 2010 Statewide Goals and Objectives

General Highway Safety Goals:

- To reduce the number of highway fatalities from 826 in 2008 to no more than 700 by December 31, 2010.
- To reduce serious injuries by 10% from 3791 to 3412 by December 31, 2010.
- To reduce the fatality rate per 100 Million Vehicle Miles Traveled from 1.72 to 1.5 by December 31, 2010.

Impaired Driving Program Goals:

- To reduce the number of fatalities involving a driver or motorcycle operator with a 0.08 BAC by 10%, from 178 to 160 by December 31, 2010.
- To reduce the number of alcohol-related injury crashes by 10%, from 2,231 to 2,007 by December 31, 2010.
- To increase the DUI conviction rate to at least 87% by December 31, 2010.

Impaired Driving Program Objectives

- Increase public awareness of the DUI problem and the consequences for offenders, especially among those most likely to drink and drive.
- Increase enforcement in counties and cities with high numbers of alcohol-related crashes by providing law enforcement agencies with the resources they need to implement strict DUI enforcement programs.
- Educate prosecutors and law enforcement on ways to more effectively manage DUI cases.
- Educate Kentucky's youth about the dangers and consequences of driving impaired and underage drinking.
- Coordinate at least one major statewide impaired driving mobilization per year.
- Provide incentives/awards to law enforcement agencies/officers that excel in apprehending impaired drivers.
- Provide training to state and local law enforcement officers to become certified Drug Recognition Experts. This certification will be an effective tool for recognizing and convicting persons driving impaired by drugs.

Occupant Protection Program Goals:

- To increase Kentucky's average seat belt usage rate from 73.3% in 2008 to 80% by December 31, 2010.
- To decrease the number of unrestrained passenger vehicle occupant fatalities by 15% from 435 to 370 by December 31, 2010.
- To increase the usage rate of child restraints for children under 4 years of age to 99% by December 31, 2010.

Occupant Protection Objectives

- Educate the public about the provisions of Kentucky's primary seat belt law and the consequences of non-compliance.
- Encourage law enforcement agencies to aggressively enforce the primary seat belt law.
- Encourage law enforcement agencies to aggressively enforce the primary seat belt law during night time hours. (8 pm – 6 am)
- Coordinate at least one major statewide law enforcement mobilization focused on occupant protection during the year.
- Continue to increase public awareness about the lifesaving benefits of seat belts, child safety seats and booster seats. Target messages to those segments of the population and to geographic areas with the lowest usage rates.
- Encourage the passage of stronger occupant protection laws for children (specifically, those over 40" tall, who are not adequately protected under the current child restraint law) by providing information and statistics about this topic to lawmakers, safety advocates and grassroots organizations.
- Educate more parents, childcare workers, emergency personnel and others about how to correctly install child safety seats. Support making more fitting stations and CPS technicians available to the public.

Speed-Related Program Goals:

- To reduce speeding related crashes by 10% from 6,847 to 6,505 by December 31, 2010.
- To reduce speeding related fatal crashes by 10% from 151 to 135 by December 31, 2010.
- To reduce the number of speeding-related fatalities by 20% from 86 to 69 by December 31, 2010.

Speed-Related Program Objectives

- Provide law enforcement agencies with the resources necessary to implement speed enforcement programs.
- Raise public awareness about the dangers and penalties for speeding through educational outreach activities and media opportunities.

Motorcycle Program Goals:

- To reduce the number of motorcycle involved crashes by 10% from 2,087 to 1,878 by December 31, 2010.
- To reduce the number of motorcycle involved fatal crashes by at least 10% from 112 to 100 by December 31, 2010.
- To reduce the number of motorcyclist fatalities by 10% from 97 to 87 by December 31, 2010.
- To reduce the number of unhelmeted motorcyclists fatalities by 15% from 57 to 48 by December 31, 2010.

Motorcycle Program Objectives:

- Use public service announcements to increase motorists' awareness of the need to look out for motorcyclists and to "share the road" with them.
- Increase motorcyclists' knowledge of safe riding behaviors through the distribution of educational materials and targeted media messages.
- Increase enforcement of impaired driving laws relating to motorcyclists.

Young Driver Program Goals:

- To reduce the number of Young Driver involved crashes by 10% from 2,087 to 1,878 by December 31, 2010.
- To reduce the number of Young Drivers involved fatal crashes by at least 15% from 109 to 92 by December 31, 2010.
- To reduce the number of Young Drivers killed in fatal crashes by 15% from 113 to 100 by December 31, 2010.

Young Driver Program Objectives:

- Increase enforcement of primary safety belt law for young drivers.
- Increase enforcement of GDL laws for young drivers.
- Increase enforcement of underage drinking laws for young drivers.
- Increase enforcement of speeding laws for young drivers.
- Use public service announcements and media to increase young drivers awareness of traffic safety laws.
- Provide well-defined high school educational programs in support of law enforcement campaigns to schools in identified targeted counties.
- Increase involvement of schools in SADD chapters and programs.